

adidas Spor Malzemeleri Satis ve Pazarlama AS in Apparel (Turkey)

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Abstracts

While continuing its retail expansion in Turkey, the company endeavours to maintain its strong brand equity by increasing its share of mind among Turkish consumers. Besides advertising, the adidas Group also sponsors various sports events to achieve this goal. The company is also focusing on increasing its share in sports-inspired clothing and footwear.

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